

WHAT IS CLAIMED IS:

1. A method for communicating a timing of ad broadcasts, comprising:
electronically accessing at least one electronically stored record indicating, directly or indirectly, at least times for ads broadcast in a past period;
5 automatically generating a client report including at least a time for a broadcast of an ad in a period; and
automatically transmitting the report to an advertising client.
2. The method of claim 1 including accessing an electronically stored record generated at least in part by broadcast inserter equipment and accessing an electronically stored record generated at least in part by a traffic and billing system.
3. The method of claim 1 that includes automatically generating and transmitting a plurality of reports.
4. The method of claim 1 wherein transmitting is at least by one of fax and email.
5. The method of claim 1 wherein transmitting includes a banner.
6. The method of claim 1 that includes automatically transmitting report information to an account manager for the client.
7. A system for assessing broadcast advertising, comprising:
electronically accessing at least one verified file log;
automatically compiling a verified broadcast report by advertising client; and
20 automatically transmitting the report to a client.
8. The system of claim 7, including electronically accessing at least one Schedule Log.
9. The system of claim 8 including:
outputting a measure of the effectiveness of a broadcast media in executing advertising in accordance with a Schedule Log.
10. The system of claim 9 that includes outputting a measure of effectiveness by advertising client and automatically transmitting the measure to the client.
11. The system of claim 10 that includes outputting an indicia of an omitted ad.

12. The system of claim 7 that includes automatically compiling and transmitting a plurality of reports to a plurality of clients.

13. A system for assessing broadcast advertising, comprising:

means for electronically accessing a broadcast verified file;

5 means, in communication with the verified file, for automatically compiling an "as-run" report by advertising client; and

means, in communication with the client report, for automatically transmitting the report to a client.

14. The system of claim 13 including

10 means for electronically accessing a Schedule Log file, in communication with the means for compiling.

15. The system of claim 14 including means, in communication with the Schedule Log means and verified file means, for outputting a measure of the effectiveness of a broadcast media in executing advertising in accordance with a Schedule Log.

16. The system of claim 13 that includes means for automatically transmitting a plurality of reports to a plurality of clients.

17. The system of claim 14 including means for automatically transmitting a schedule report to a client prior to broadcast.

18. The system of claim 7 including electronically accessing at least one Schedule Log.

20 19. The method of claim 1 including generating a report including a title for an ad.

20. The system of claim 14 that includes means for identifying at least media, time, client and title information within records created by different traffic and billing systems.

21. A method for communicating ad broadcast effectiveness, comprising:

accessing at least one verified file:

25 accessing a rating data file; and

compiling a run report by ad client containing indicia of actual ad exposure.

22. The method of claim 20 including accessing a Schedule Log file.

23. The method of claim 20 including transmitting the report to a client.

24. The method of claim 21 including accessing a client file and automatically transmitting reports to a plurality of clients.

25. The methods of claim 1 including accessing a rating data file and transmitting an indicia of actual ad exposure.

5 26. The method of claim 25 wherein the indicia include a relevant Nielson Rating.

27. The method of claim 7 including accessing a rating data file and transmitting an indicia of actual ad exposure.

28. The method of claim 27 including accessing a rating data file and transmitting an indicia of actual ad exposure.

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